

6 reproducing apparatus of claim [28 or 30] 6 or from said advertisement control  
 7 center of the advertisement data reproducing system of claim [32] 7.

1 *reproducing on 35. (Amended) A sponsor system, characterized in comprising*  
 2 *a sponsor apparatus which determines a user who is to be provided with the*  
 3 *contents of an advertisement and/or an advertisement, based on said*  
 4 *information regarding reproduction of advertisements received from said*  
 5 *advertisement information storing/sending means of the advertisement data*  
 6 *reproducing apparatus of claim 7 [29 or 31 or from said advertisement control*  
 7 *center of the advertisement data reproducing ;system of claim 33].*

Respectfully Submitted,

  
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Dated: February 15, 2001

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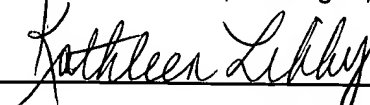
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Kathleen Libby

06783693-001501